A Multi-Layered Approach to Support Sustainable & Healthy Journeys in the Retail Environment

Managing Consumer Flows to Ensure Social Distancing

Maintaining a healthy, safe and sustainable environment now is more complex than ever before. It will take a multi-layered approach that will continue to evolve based on social restrictions to make your staff and guests safe while providing sustainable operations and business growth.

Create a plan. It can feel overwhelming, but this is important. Customers are returning to the brands they trust. While your plan may change and continue to evolve over time, this will keep everyone aligned and result in having a profound impact on retail operations and your customers confidence.

Operations

Hygiene

Discover new and enhanced processes for disinfecting your restaurant. Consider adding the high touch areas of your restaurant to your disinfecting strategy. What stage can be added to operational best practices to ensure a safe, clean, and disinfected environment? Protecting your staff and operations is critical providing a satisfying experience for your customers.

Social Distancing

How can you rethink staff journeys to limit social distancing? Where in your operations can you limit social contact and ensure social distancing for your staff and your customers? Elevate your disinfecting and cleaning procedures to support increased distancing.

Communication

Does your staff understand your new journey and the processes you’re building to operate in a safe, sustainable, and healthy way? In most cases, you need extra communication to make sure they’re aware of new processes and what they’re implementing to make themselves safe.

Customers

Hygiene

A satisfying experience can only be achieved when the guest feels safe and the maximum protective measures are being taken. The steps you take need to be constant, visible, and reinforced.

Social Distancing

Efficient new journeys to encourage a customer’s social distancing is key to making everyone feel safe. A satisfying experience can only be achieved when the guest feels safe and the maximum protective measures are being taken. The steps you take need to be constant, visible, and reinforced.

Communication

New journeys and processes can be confusing. Provide an abundance of communication markers that are visible and clearly describe the new journey and processes that have been added to increase their safety.

Technology

Hygiene

Contemporary small technologies to improve the customer journey. What new technologies can enrich hygiene in your environment?”

Social Distancing

Consider simple new communication and processes to improve the customer journey. Limit the number of customers in your restaurant. It sounds obvious, but does this comfort your customers? What new processes can help to limit staff/customer interaction without limiting the customer’s experience?

Communication

Communication, communication, communication — this is not a typical consumer behavior trend change. This is a formal communication change as customers will want the information. New ordering processes can help to limit staff/customer interaction without limiting the customer’s experience.

Reach Out To Us Today for a Sustainable (and Healthy) Journey!